Determination of minimum support price :—

(i) Support price by method of parity formula
(ii) Support price by method of moving average and simple average
(iii) Support price by cost of methods.

Price differentials with reference to time, place and form
Analsis of prices of the futures contracts
Parity prices for farm products.

Paper XII : Agricultural Marketing Management

Management defined : Its scope, need and importance
Management methods as applied to agricultural marketing
Marketing management : Problems of farmers —smal and large : middlemen and public agencies
Role of commodity boards in marketing management
Size of intermediaries and marketing management in relation to marketing efficiency. grounds for increasing the scale of operation. Practical limits on size. Obstacles to change and development
Co-operative marketing as a method of management
Application of systems analysis to markets —bugdeting—cost control, performance budgeting—producers return—marketing cost—elements of linear programming—cost—benefit analysis
Marketing extension Principles of extension ; extention service in India and abroad ; marketing and extension.

Marke ing Research—objectives and scope. Marketing efficiency
Marketing management in India and abroad.
IV Semester :

Internship and
Project Work

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Registrar, University o Mysore

UNIVERSITY OF MYSORE

Regulations goveruing admissions to the Two-Year Master's Degree Course in Agricultural Marketing Management

1. Reservation of Seats in favour of certain categories of candidates.

Seats as indicated below shall be reserved for the category of candidates mentioned hereunder :

(a) Two seats for candidates coming from the Universities other than the University of Mysore based on merit

(b) One seat for defence personnel and exserviceman and their children and wards.

(i) If there are no defence personnel, than the seat shall be alloted to exservicemen,
(ii) If there are no defence personnel or exserviceman, than the seat shall be allotted to the children of defence personnel in service and if no such person is available, the seat shall then be allotted to the Children of Ex-Servicemen.
(iii) Provided if no candidate in the above categories i e. (a) Defence personnel (b) Ex-Servicemen (c) Children of defence personnel or (d) Children of Ex-Servicemen are available. then the seat shall be allotted to candidates who are dependents of defence personnel (Dependents means wife, undividad brothers and unmarried sisters of the servicemen).

(c) One seat for the nominee of the Central Government.

(d) One seat for the Children of freedom fighters

Note :

(a) In the event of any seat coming under clause 1 (a) to (d) not being filled up during the year such vacancy shall be added on to the general pool for allotment.
(b) In making selection of candidates, cosideration shall first be given to the candidates coming under Regulation 1.

2. Reservation of Seats in favour of Scheduled Castes and Scheduled Tribes and Socially and Educationally Backward Class.

(a) Fifteen Percent of the Seats shall be reserved to candidates belonging to Scheduled Castes,
(b) Three Percent shall be reserved to candidates belonging to Scheduled Tribes,
(c) Thirty Percent shall be reserved for persons belonging to Socially and Educationally Backward Classes.

3. General Pool

The number of Seats available for distribution, after allowing reservation under regulations (1) and (2) shall be regarded as seats in the General Pool.

4. The total number of seats shall be 13 of which 5 seats shall be reserved in accordance with Regulations 1 (a) to (d) of the 8 remaining seats 4 shall be reserved in accordance with the Regulation 2 (a) to (c).

5 In all cases of allotment of Seats in the different categories merit alone shall be considered as the criteria.

6 While making selection for seats under Regulations (2) and (3) above care shall be taken to see that no faculty *viz* (i) B A (with Economics (ii) B Com., (iii) B.Sc , (Agri) (iv) B B M. (v) D D.P. (vi) Food Technology go unrepresentated in the selected list, if there were to be application.

7. (a) In addition to the 13 Seats mentioned in Regulation (4), not more than 8 candidates deputed by the Karnataka State Agricultural Marketing Board may be admitted to the Course

(b) Further, persons deputed by other State Governments/Marketing Boards of other States, persons from Foreign Countries may also be admitted to the cause by the Vice-Chancellor subject to limit of five.

8. Selection Committee

There shall be Selection Committee for selection of candidates. The Selection Committee shall consist of the following Members.

1. The Director, Institute of Development Studies (Chairman)
2. The Professor and Head of the Department of Economics.
3. The Senior most Member of the Teaching Staff of the Institute of Development Studies, who will be teaching the Master's Degree Course in Marketing Management.
4. A Representative of the Karnataka State Agricultural Marketing Board.
5. A representative of the C. F. T. R. I.

9. In all other matters, the Regulation governing the admission to the Post-Graduate Degree and Diploma Courses shall apply.

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Notification No. GJ 434/75-76 dated 8th March 1976.

Name :—Smt. K. Chinnamma Gold Medal

Founder :—Sri K. Ramakrishnappa, Proprietor, Sunanda Agarbathi Factory, Sayyaji Rao Road, Mysore-1

Object :—To commemorate the memory of his mother.

Original Amount :—Rs. 4,000 (Rupees Four thousand only)

Year of award Institution :—1975

CONDITIONS.

1 The Interest on this Endowment shall be utilised for the award of a Gold Medal called "K. Chinnamma Gold Medal".

2 This Gold Medal shall be awarded to a best students of this University who passes the M. A. Degree Examination in Journalism scoring highest marks in the subject of advertising in M. A. (Previous) Examinations after getting a minimum of a second class.

3 In the event of there being more than one candidate become eligible for this award, the award, shall be made at the discretion of the University Syndicate.

4 In the event of there being no candidate eligible for this award the amount of interest accrued in that year shall be added to the corpus of the fund.

5 It shall be competent to the University Syndicate in consultation with the Academic Council to award the terms of awards to suit the changes, If any in the course of studies, without detriment to the object of the founder.
(Accepted by the Endowment Committe at its meeting held on 29th July 1975 and the Academic Council, the Senate at their meetings held on 2/3rd August 1975 and 20/21st September 1975 respectively and assented to by the Chancellor vide letter No. GS 9 MUM 76 dated 20th January 1976 from the Secretary to Governor, Raja Bhavan, Bangalore).

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